

Elinor

Wonders Why

Style Guide



Table of Contents

Table of Contents	- 01	A7- Characters: Group Poses		C - Props	
Intro	- 02, 03	Group Poses - 01	- 01	C1 - ari_watch	- 01
A - Characters:		Group Poses - 02	- 02	C2 - binoculars	- 01
A1 - Characters: Elinor	- 01	A.a - Characters: How to		C3 - camilla_race_car	- 01
Color Palette & Textures	- 02, 03	Page Placement	- 01	C4 - city_bus	- 01
Poses	- 04, 05, 06	Scale and Resizing	- 02	C5 - club_journal	- 01
Expressions	- 07	Silhouettes	- 03	C6 - clubhouse_box	- 01
Mouth Chart	- 08	Color and Design	- 04	C7 - elinor_backpack	- 01
Cycles	- 09	B - Locations:		C8 - elinor_race_car	- 01
Costumes (soon)	- 10	Locations: Map	- 01	C9 - elinor_wagon	- 01
A2 - Characters: Ari	- 01	B1 - Town	- 01	C10 - fruits	- 01
Color Palette & Textures	- 02, 03	B2 - Elinor's House		C11 - guitar	- 02
Poses	- 04, 05	Exterior	- 01	C12 - mag_glass	- 02
Expressions	- 06	Interior	- 02	C13 - ms_mole_book	- 02
Mouth Chart	- 07	B3 - Ari's House		C14 - olive_satchel	- 02
Cycles	- 08	Exterior	- 01	C15 - olive_tent	- 02
Costumes (soon)	- 09	Interior	- 02	C16 - olive_winter_gear	- 02
A3 - Characters: Olive	- 01	B4 - Olive's House		C17 - rabbits_tent	- 02
Color Palette & Textures	- 02, 03	Exterior	- 01	C18 - ranger_rabbit_book	- 02
Poses	- 04, 05	Interior	- 02	C19 - watering_can	- 02
Expressions	- 06	B5 - School		D - Logo	- 01
Mouth Chart	- 07	Exterior	- 01	D1 - Logo: Variations	- 02
Cycles	- 08	Interior	- 02	D.d: Logo: How to (soon)	
Costumes (soon)	- 09	B6 - Forest		Do's and Don'ts (soon)	
A4 - Characters: Ms. Mole	- 01	Forest: 01	- 01	Examples (soon)	
Color Palette & Textures	- 02, 03	Forest: 02	- 02	E - Font	- 01
Poses	- 04, 05	B7 - Club House	- 01	E.e - Font: How to (soon)	
Expressions	- 06	B8 - Extra Houses	- 01, 02	Do's and Don'ts (soon)	
Mouth Chart	- 07	B9 - Park	- 01	Examples (soon)	
Cycles	- 08	B.b: Locations: How to		F - Extras	
Costumes (soon)	- 09	Scale and Perspective	- 01	F1 - Washes	- 01
A5 - Characters: Line up	- 01	Resize and Crop	- 02	F2 - Splashes	- 02
Line up - 01	- 02	General Tips	- 03	F3 - Credit Beds	- 03
Line up - 02	- 03			Contact Us (soon)	
Line up - 03	- 04				
Line up - 04	- 04				
A6 - Characters: Extras	- 01				
Poses - Ranger Rabbit	- 02				
Poses - Mr. Rabbit	- 03				
Poses - Senor Tapir	- 04				





Intro

ELINOR WONDERS WHY is a PBS KIDS animated series for preschoolers created by Jorge Cham and Daniel Whiteson. Each half-hour episode features two stories that aim to encourage children to follow their curiosity, ask questions when they don't understand and find answers using science inquiry skills. The main character Elinor, the most observant and curious bunny rabbit in Animal Town, will introduce kids ages 3-5 to science, nature and community through adventures with her friends Ari, a funny and imaginative bat, and Olive, a perceptive and warm elephant. As kids explore Animal Town, they will meet all kinds of interesting, funny, and quirky characters, each with something to teach us about respecting others, the importance of diversity, caring for the environment, and working together to solve problems.

In each episode, Elinor models the foundational practices of science inquiry and engineering design -- including her amazing powers of observation and willingness to ask questions and investigate. When she encounters something she doesn't understand, like why birds have feathers or how tiny ants build massive anthills, she just can't let it go until she figures it out. And in discovering the answers, Elinor often learns something about nature's ingenious inventions and how they can connect to ideas in our designed world, and what it takes to live in a community. ELINOR WONDERS WHY encourages children and parents to ask their own questions and experience the joy of discovery and understanding together.

Elinor Wonders Why

Style Guide

Welcome to our Elinor Wonders Why Style Guide where you can explore all the wonders of this very charming series.

This style guide is a reference point while setting up marketing and other materials across the board. It features many images and information that showcases the elements of style in our series. By following the details in this guide, this should allow us to present the brand in a consistent way and tone across all media."

Our very curious Elinor often says "we need MORE observations!" - So get curious, observe away and enjoy!



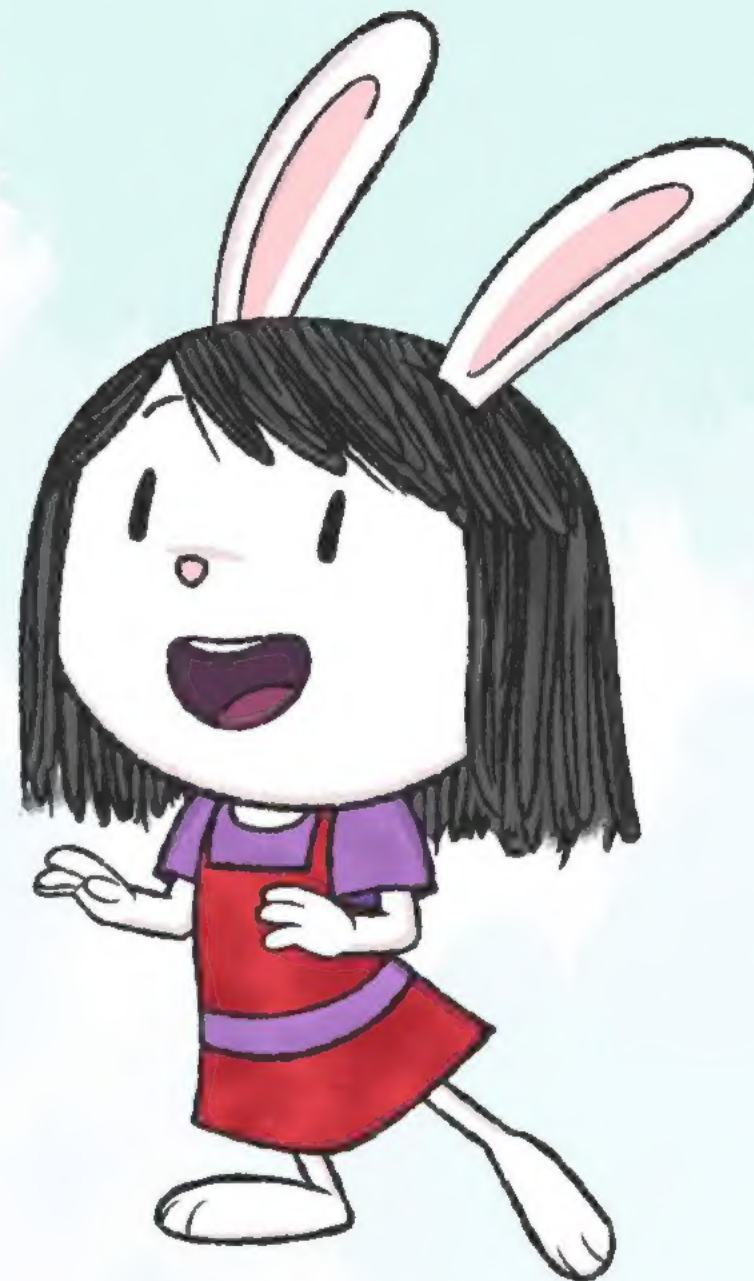
A- Characters:

A1-Elinor

Elinor is a precocious little bunny rabbit with seemingly boundless energy to explore and learn interesting things. She is silly and is not afraid to voice her opinion. Elinor likes to think that she has a super power: the power of observation. She often says out loud, "That is SO interesting!" whenever she notices an interesting phenomenon in nature. She likes to charge ahead and is very excited to try things out. When she sees something that she is interested in or wants to understand, she will not let go of it until she understands it. Sometimes, she is more focused on the mystery at hand than other, more practical things (like listening to her teacher). When she wants to dig into something, she will say "We need MORE observations."

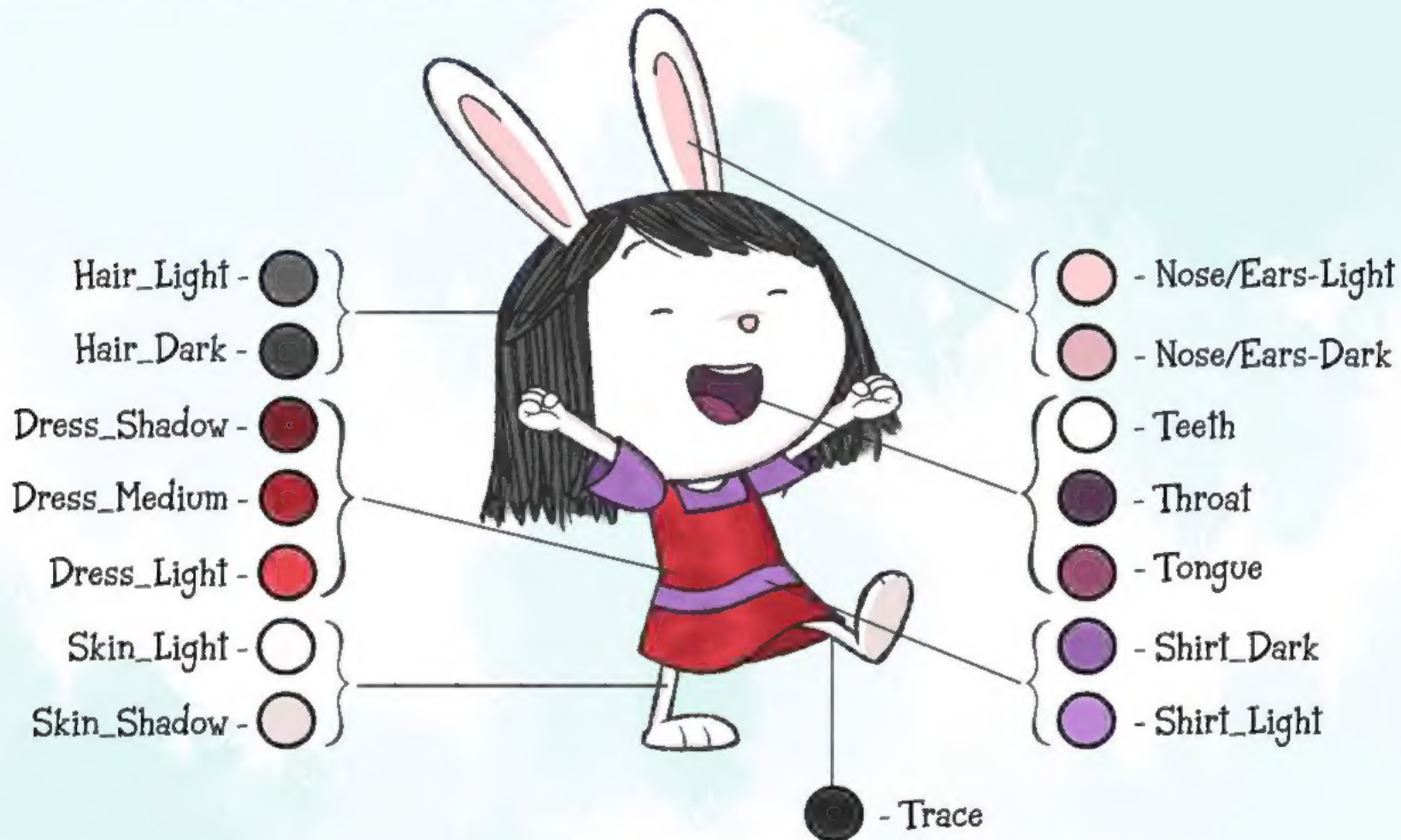
But if her first ideas don't work she sometimes gets momentarily discouraged. Of course, her friends and family are always there to remind her to keep trying. She is very good at sharing her enthusiasm, and can get a crowd of kids (or her two best friends) interested in almost anything.

Elinor is very physical in the way that she explores the world and expresses herself. She gets very close to things that interest her, and has no hesitation about diving into bushes or scrambling (safely) up a tree. Her ears are very expressive, reflecting what she is feeling.



A- Characters:

A1-Elinor: Color Palette & Textures



● - Hair_Light

R: 98 - G: 98 - B: 98
C: 66 - M: 59 - Y: 59 - K: 42

● - Hair_Dark

R: 70 - G: 70 - B: 69
C: 66 - M: 59 - Y: 59 - K: 42

● - Dress_Shadow

R: 121 - G: 35 - B: 41
C: 32 - M: 92 - Y: 78 - K: 39

● - Dress_Medium

R: 173 - G: 38 - B: 47
C: 22 - M: 98 - Y: 88 - K: 14

● - Dress_Light

R: 232 - G: 70 - B: 77
C: 3 - M: 88 - Y: 69 - K: 0

○ - Skin_Light

R: 255 - G: 255 - B: 255
C: 0 - M: 0 - Y: 0 - K: 0

○ - Skin_Shadow

R: 239 - G: 224 - B: 224
C: 5 - M: 11 - Y: 7 - K: 0

○ - Nose/Ears-Light

R: 252 - G: 210 - B: 212
C: 0 - M: 21 - Y: 8 - K: 0

○ - Nose/Ears-Dark

R: 229 - G: 182 - B: 189
C: 8 - M: 32 - Y: 15 - K: 0

○ - Teeth

R: 255 - G: 255 - B: 255
C: 0 - M: 0 - Y: 0 - K: 0

● - Throat

R: 88 - G: 55 - B: 81
C: 62 - M: 80 - Y: 44 - K: 34

● - Tongue

R: 153 - G: 76 - B: 112
C: 39 - M: 81 - Y: 35 - K: 8

● - Shirt_Dark

R: 152 - G: 101 - B: 176
C: 44 - M: 70 - Y: 0 - K: 0

● - Shirt_Light

R: 189 - G: 135 - B: 214
C: 29 - M: 52 - Y: 0 - K: 0

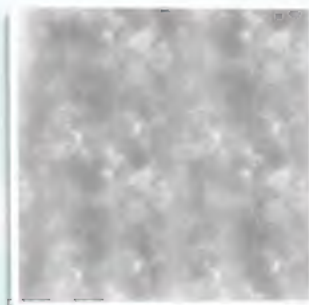
● - Trace

R: 44 - G: 43 - B: 43
C: 70 - M: 65 - Y: 63 - K: 65

A- Characters:

A1-Elinor: Color Palette & Textures

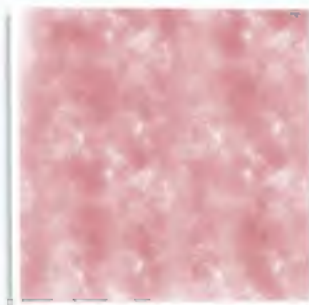
Elinor Hair Texture OL



Elinor Hair Main Fill



Elinor Dress Texture OL



Elinor Dress Main Fill



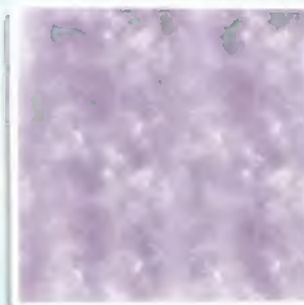
Elinor Shirt Texture OL



Elinor Shirt Main Fill



Elinor Shirt UL Texture



Elinor Shirt UL Fill



Elinor Skin Main Fill



Elinor Inner Ear Fill



Character Outline



A- Characters:

A1-Elinor: Poses



A1_elinor_pose_0001



A1_elinor_pose_0002



A1_elinor_pose_0003



A1_elinor_pose_0004



A1_elinor_pose_0005



A1_elinor_pose_0006



A1_elinor_pose_0007



A1_elinor_pose_0008



A1_elinor_pose_0009



A1_elinor_pose_0010

A- Characters:

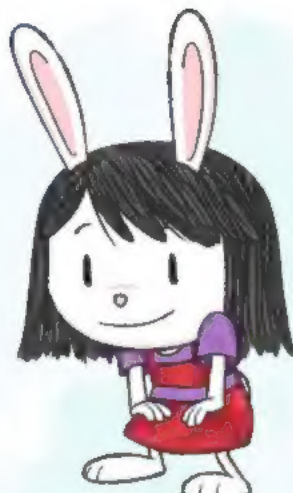
A1-Elinor: Poses



A1_elinor_pose_0011



A1_elinor_pose_0012



A1_elinor_pose_0013



A1_elinor_pose_0014



A1_elinor_pose_0015



A1_elinor_pose_0016



A1_elinor_pose_0017



A1_elinor_pose_0018



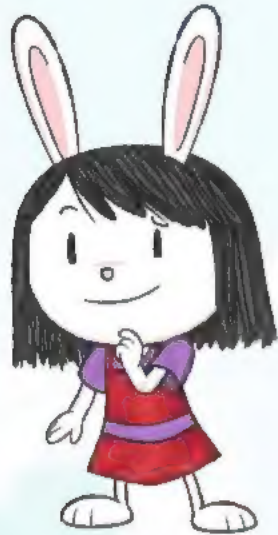
A1_elinor_pose_0019



A1_elinor_pose_0020

A- Characters:

A1-Elinor: Poses



A1_elinor_pose_0021



A1_elinor_pose_0022



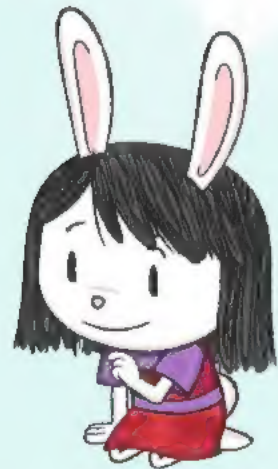
A1_elinor_pose_0023



A1_elinor_pose_0024



A1_elinor_pose_0025



A1_elinor_pose_0026



A1_elinor_pose_0027



A1_elinor_pose_0028



A1_elinor_pose_0029



A1_elinor_pose_0030

A- Characters:

A1-Elinor: Expressions



A1_ellnor_expression_0001



A1_ellnor_expression_0002



A1_ellnor_expression_0003



A1_ellnor_expression_0004



A1_ellnor_expression_0005



A1_ellnor_expression_0006



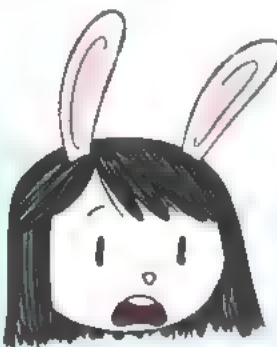
A1_ellnor_expression_0007



A1_ellnor_expression_0008



A1_ellnor_expression_0009



A1_ellnor_expression_0010



A1_ellnor_expression_0011



A1_ellnor_expression_0012



A1_ellnor_expression_0013



A1_ellnor_expression_0014



A1_ellnor_expression_0015

A- Characters:

A1-Elinor: Mouth Chart



A1 elinor Mouth_hA



A1 elinor Mouth_hB



A1 elinor Mouth_hC



A1 elinor Mouth_hD



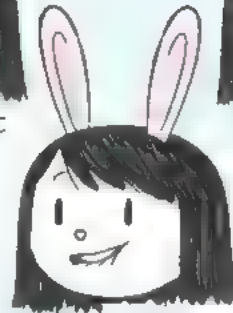
A1 elinor Mouth_hE



A1 elinor Mouth_hF



A1 elinor Mouth_hG



A1 elinor Mouth_hH



A1 elinor Mouth_hI



A1 elinor Mouth_hJ



A1 elinor Mouth_sA



A1 elinor Mouth_sB



A1 elinor Mouth_sC



A1 elinor Mouth_sD



A1 elinor Mouth_sE



A1 elinor Mouth_sF



A1 elinor Mouth_sG



A1 elinor Mouth_sH



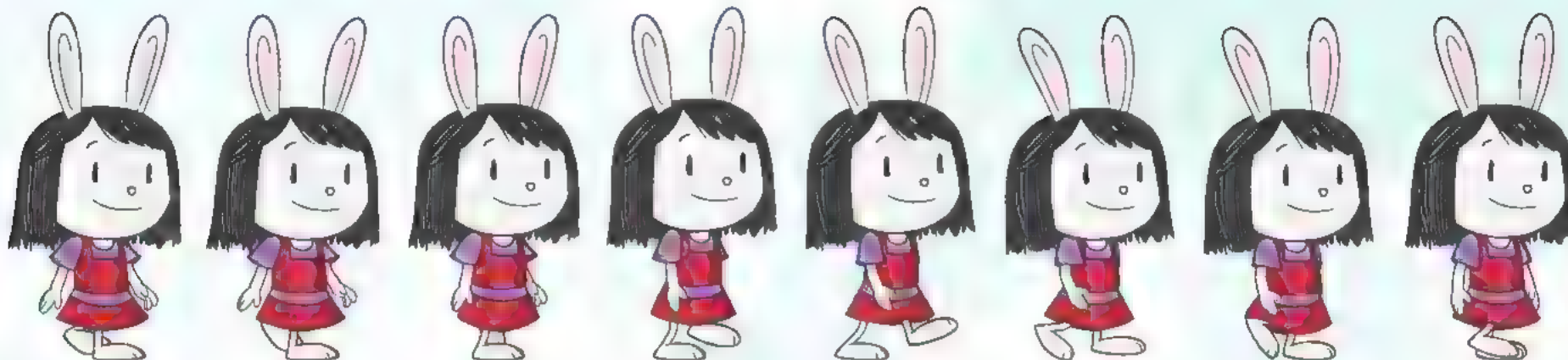
A1 elinor Mouth_sI



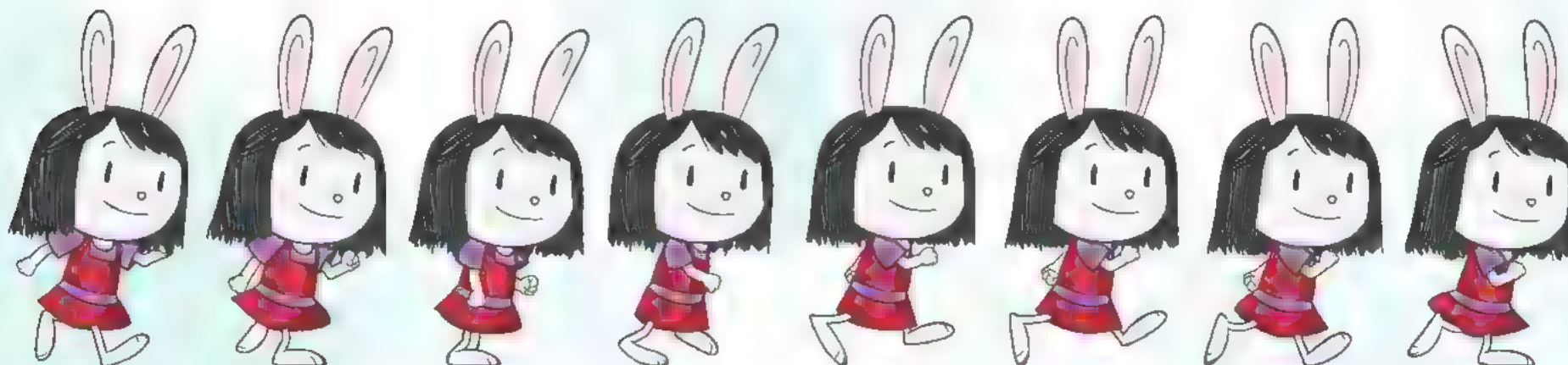
A1 elinor Mouth_hJ

A- Characters:

A1-Elinor: Walk/Run Cycle



A1_elinor_cycles_walk



A1_elinor_cycles_run

A- Characters:

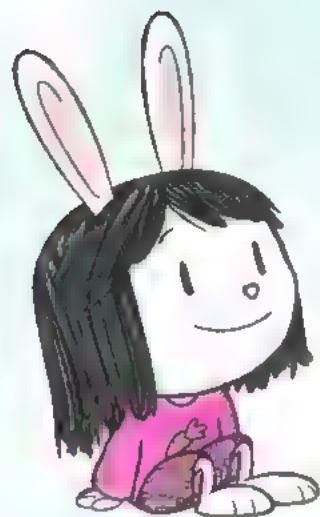
A1-Elinor: Costumes



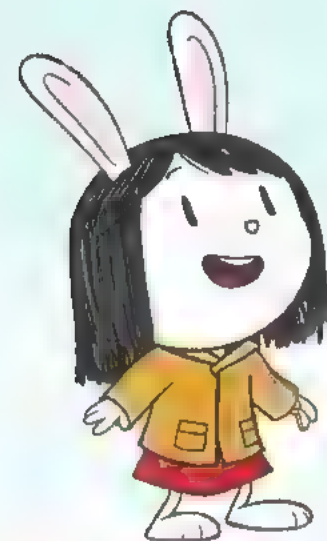
A1_elinor_costume_owl



A1_elinor_costume_helmet



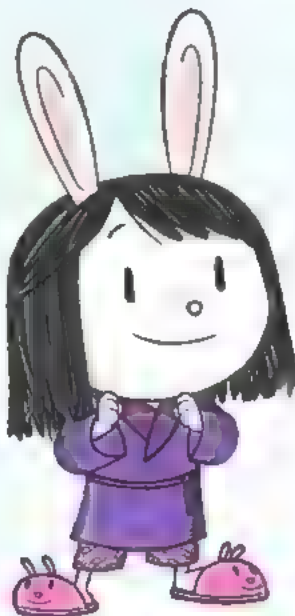
A1_elinor_costume_pajamas



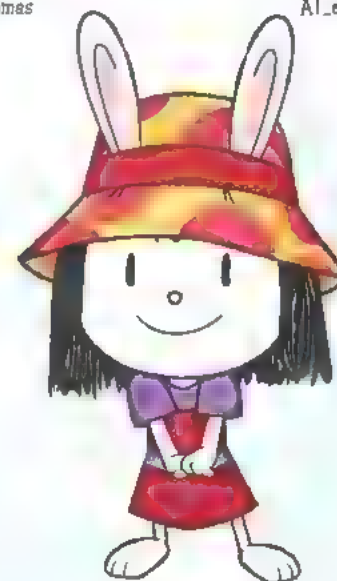
A1_elinor_costume_raincoat



A1_elinor_costume_winter



A1_elinor_costume_robe



A1_elinor_costume_sun_hat

A- Characters:

A2-Ari

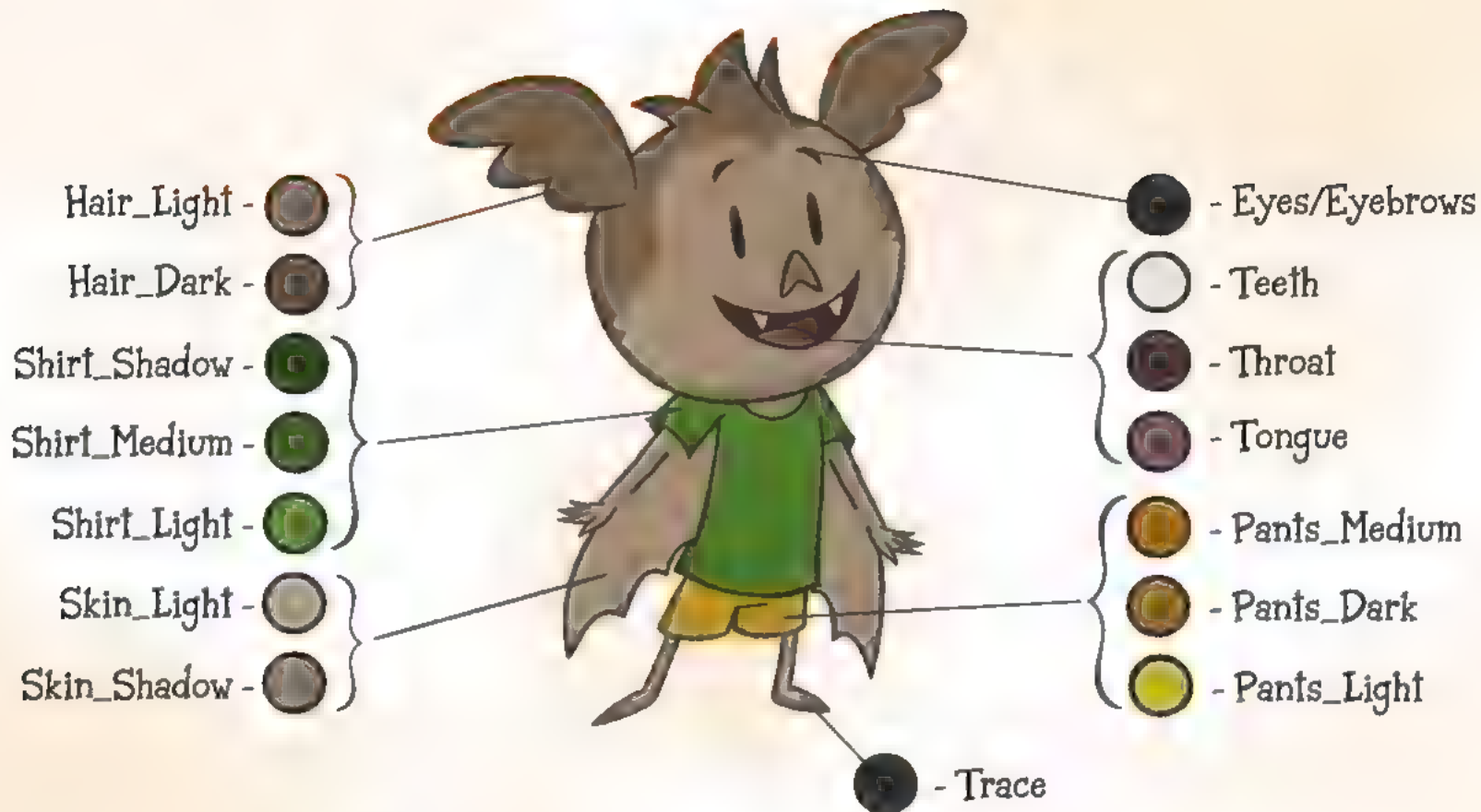
Ari is one of Elinor's best friends. He is a kid bat with a fun sense of humor and a dramatic personality. He makes a lot of silly jokes (especially puns, often ending a scene or episode with a funny line), and isn't afraid to be the center of attention or to make himself look a bit silly.

Ari is imaginative but sometimes forgetful. He is often found snacking and saying things like, "That is so cool!" or "I meant to do that." Ari has functioning wings and can take off from the ground and fly for short distances. He uses a few flaps to make a big hop over an obstacle or get up into a tree.



A- Characters:

A2-Ari: Color Palette & Textures



● Hair_Light

R: 131 G: 105 B: 80
C: 43 M: 52 Y: 69 K: 21

● - Hair_Dark

R: 98 G: 77 B: 59
C: 49 M: 59 Y: 72 K: 39

● - Shirt_Shadow

R: 41 G: 68 B: 16
C: 75 M: 47 Y: 100 K: 52

● - Shirt_Medium

R: 62 G: 96 B: 30
C: 22 M: 78 Y: 88 K: 14

● - Shirt_Light

R: 86 G: 137 B: 45
C: 71 M: 26 Y: 100 K: 10

● - Skin_Light

● - Skin_Shadow

● Eyes/Eyebrows

○ - Teeth

● - Throat

R: 174 G: 154 B: 127
C: 33 M: 36 Y: 52 K: 2

R: 143 G: 12 B: 99
C: 42 M: 48 Y: 60 K: 13

R: 44 G: 43 B: 43
C: 70 M: 65 Y: 63 K: 65

R: 233 G: 231 B: 208
C: 8 M: 5 Y: 19 K: 0

R: 78 G: 53 B: 53
C: 53 M: 70 Y: 63 K: 52

● - Tongue

● - Pants_Medium

● - Pants_Dark

● - Pants_Light

● - Trace

R: 122 G: 86 B: 86
C: 45 M: 64 Y: 56 K: 25

R: 171 G: 104 B: 4
C: 27 M: 61 Y: 100 K: 13

R: 149 G: 107 B: 27
C: 35 M: 53 Y: 100 K: 18

R: 202 G: 178 B: 47
C: 24 M: 24 Y: 100 K: 1

R: 44 G: 43 B: 43
C: 70 M: 65 Y: 63 K: 65



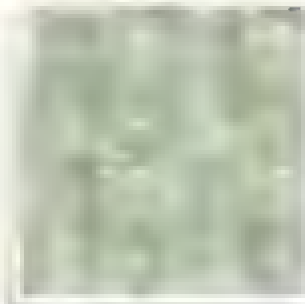
A- Characters:

A2-Ari: Color Palette & Textures

Ari Hair Texture OL



Ari Shirt Texture OL



Ari Skin/Wings Texture OL



Ari Pants Texture OL



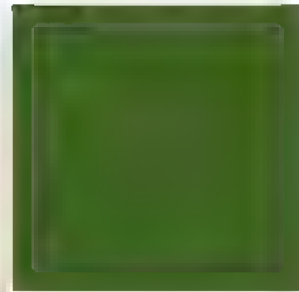
Ari Limbs Texture OL



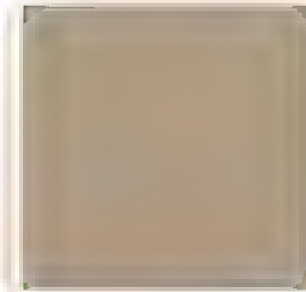
Ari Hair Main Fill



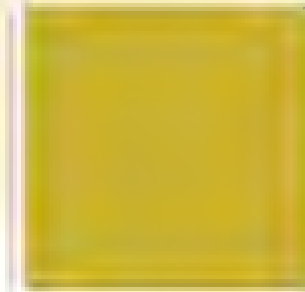
Ari Shirt Main Fill



Ari Skin/Wings Main Fill



Ari Pants Main Fill



Ari Limbs Main Fill



Character Outline



A- Characters:

A2-Ari: Poses



A2_ari_pose_0001



A2_ari_pose_0002



A2_ari_pose_0003



A2_ari_pose_0004



A2_ari_pose_0005



A2_ari_pose_0006



A2_ari_pose_0007



A2_ari_pose_0008



A2_ari_pose_0009



A2_ari_pose_0010

A- Characters:

A2-Ari: Poses



A2_ari_pose_0011



A2_ari_pose_0012



A2_ari_pose_0013



A2_ari_pose_0014



A2_ari_pose_0015



A2_ari_pose_0016



A2_ari_pose_0017



A2_ari_pose_0018



A2_ari_pose_0019



A2_ari_pose_0020

A- Characters:

A2-Ari: Expressions



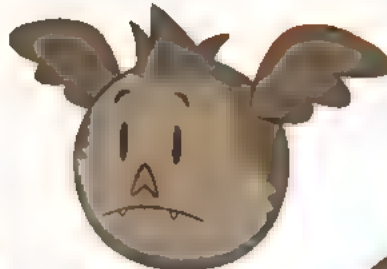
A2_ari_expression_0001



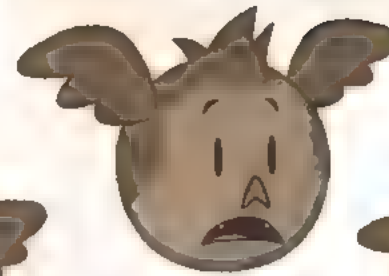
A2_ari_expression_0002



A2_ari_expression_0003



A2_ari_expression_0004



A2_ari_expression_0005



A2_ari_expression_0006



A2_ari_expression_0007



A2_ari_expression_0008



A2_ari_expression_0009



A2_ari_expression_00010



A2_ari_expression_00011



A2_ari_expression_00012



A2_ari_expression_00013



A2_ari_expression_00014



A2_ari_expression_00015

A- Characters:

A2-Ari: Mouth Chart



A2_ari_Mouth_hA



A2_ari_Mouth_hB



A2_ari_Mouth_hC



A2_ari_Mouth_hD



A2_ari_Mouth_hE



A2_ari_Mouth_hF



A2_ari_Mouth_hG



A2_ari_Mouth_hH



A2_ari_Mouth_hI



A2_ari_Mouth_sA



A2_ari_Mouth_sB



A2_ari_Mouth_sC



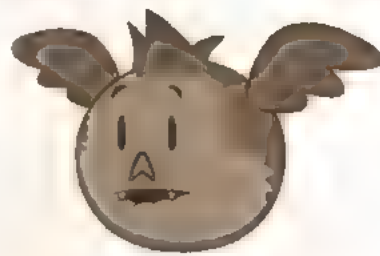
A2_ari_Mouth_sD



A2_ari_Mouth_sE



A2_ari_Mouth_sF



A2_ari_Mouth_sG



A2_ari_Mouth_sH



A2_ari_Mouth_sI

A- Characters:

A2-Ari: Walk/Run Cycle



A1_ari_cycles_walk



A1_ari_cycles_run

Characters:

A2-Ari: Costumes



A2_ari_costume_winter_01



A2_ari_costume_seed



A2_ari_costume_pajamas



A2_ari_costume_magician



A2_ari_costume_winter_02

A- Characters:

A3-Olive

Olive is also one of Elinor's best friends. She has a warm and generous personality, and is very perceptive about others.

She loves books and is the best reader in the group. She also has an excellent memory, so she often has a useful tidbit of information to share with the group. Olive loves mysteries (she will often say "Sounds like a mystery!") and words (she will often say, "I like that word!"). She loves being the note-taker in the group, often laying the groundwork for the kids to make an interesting connection.

Olive doesn't run or jump around as much as Elinor and Ari, but she's as strong as an elephant (at least, a kid elephant). Olive's trunk is very flexible and useful. Since her hands don't have very dexterous fingers, she uses her trunk to make gestures, and to hold or manipulate things like a crayon or a fork. One of her favorite foods are bananas.



A- Characters:

A3-Olive: Color Palette & Textures



● - Shirt_Dark

R: 110 G: 183 B: 223
C: 53 M: 13 Y: 3 K: 0

○ - Shirt_Light

R: 174 G: 209 B: 232
C: 30 M: 8 Y: 3 K: 0

● - Bow_Dark

R: 108 G: 137 B: 154
C: 62 M: 38 Y: 31 K: 2

● - Skirt_Dark

R: 69 G: 128 B: 167
C: 76 M: 42 Y: 19 K: 1

● - Skirt_Light

R: 116 G: 157 B: 187
C: 57 M: 29 Y: 16 K: 0

● - Under_Skirt

● - Trace

○ - Teeth

● - Throat

● - Tongue

R: 71 G: 97 B: 114
C: 76 M: 54 Y: 41 K: 17

R: 44 G: 43 B: 43
C: 70 M: 65 Y: 63 K: 65

R: 255 G: 245 B: 237
C: 0 M: 3 Y: 5 K: 0

R: 84 G: 42 B: 42
C: 44 M: 78 Y: 68 K: 56

R: 169 G: 82 B: 82
C: 27 M: 77 Y: 63 K: 12

● - Skin_Soles

● - Nails

● - Skin_Dark

○ - Skin_Light

R: 127 G: 127 B: 127
C: 52 M: 43 Y: 43 K: 8

R: 141 G: 141 B: 141
C: 47 M: 39 Y: 39 K: 3

R: 161 G: 161 B: 161
C: 39 M: 32 Y: 32 K: 1

R: 198 G: 198 B: 198
C: 22 M: 17 Y: 18 K: 0



A- Characters:

A3-Olive: Color Palette & Textures



Character Outline



Olive Skin Texture OL



Olive Skin Main Fill



Olive Nails Main Fill



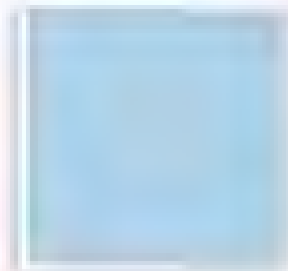
Olive Dress Texture OL



Olive Dress Main Fill



Olive Pants Main Fill



Olive Bow Texture OL



Olive Bow Main Fill



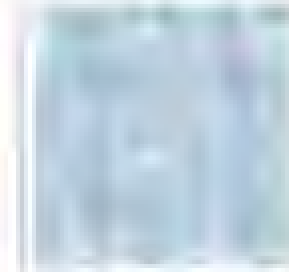
Olive Bow Inner Line



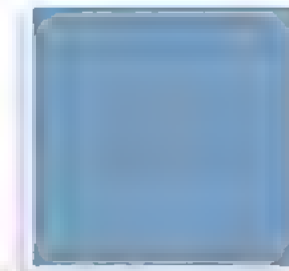
Olive Skirt Texture UL



Olive Skirt Texture OL



Olive Skirt Main Fill



Olive Skirt UL Fill



Olive Heart Fill



A- Characters:

A3-Olive: Poses



A3 olive pose 0001



A3 olive pose 0002



A3 olive pose 0003



A3 olive pose 0004



A3 olive pose 0005



A3_olive_pose_0006



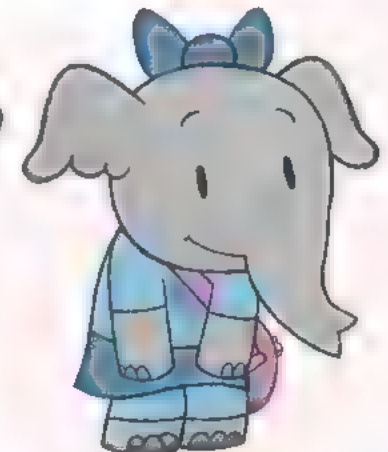
A3_olive_pose_0007



A3_olive_pose_0008



A3_olive_pose_0009



A3_olive_pose_0010

A- Characters:

A3-Olive: Poses



A3 olive pose 0011



A3 olive pose 0012



A3 olive pose 0013



A3 olive pose 0014



A3 olive pose 0015



A3 olive pose 0016



A3 olive pose 0017



A3 olive pose 0018



A3 olive pose 0019



A3 olive pose 0020

A- Characters:

A3-Olive: Expressions



A3_olive_expression_0001



A3_olive_expression_0002



A3_olive_expression_0003



A3_olive_expression_0004



A3_olive_expression_0005



A3_olive_expression_0006



A3_olive_expression_0007



A3_olive_expression_0008



A3_olive_expression_0009



A3_olive_expression_0010



A3_olive_expression_0011



A3_olive_expression_0012



A3_olive_expression_0013



A3_olive_expression_0014



A3_olive_expression_0015

A- Characters:

A3-Olive: Mouth Chart

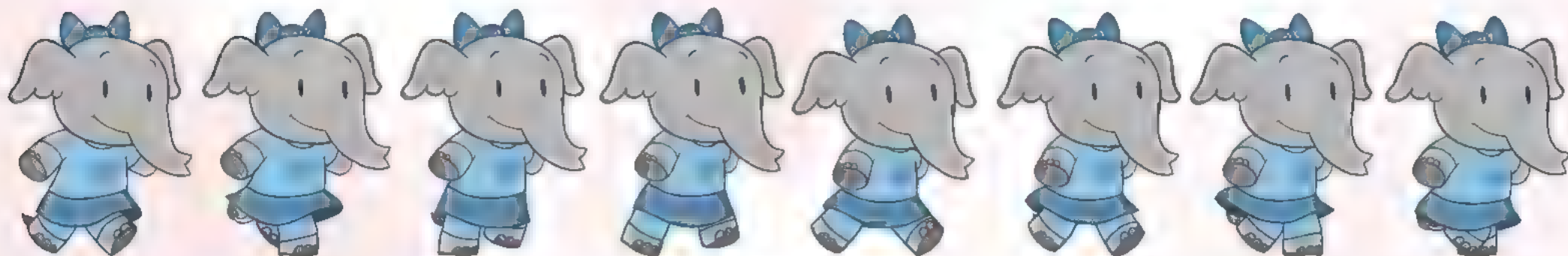


A- Characters:

A3-Olive: Walk/Run Cycle



A3_olive_cycles_walk



A3_olive_cycles_run

A- Characters:

A3-Olive: Costumes



A3_olive_costume_satchel_hat



A3_olive_costume_winter



A3_olive_costume_book



A3_olive_costume_winter_light

A- Characters:

A4- Ms. Mole

Ms. Mole is the kids' teacher at school. She has been in the classroom longer than anyone can remember, so she's seen it all, but she hasn't lost her energy for teaching. She is quirky and well-versed in a child's sense of humor, with a fine-tuned sense of how to talk to access a child's world-view and speak to them in a way that will tickle and intrigue them.

Her sense of humor is on the goofy side; she likes to be silly and make jokes to put the children at ease and make them feel comfortable. She's independent, and likes to encourage kids to be the same. Her eyesight isn't very good (she's a mole), so she relies on her other senses a lot.



A- Characters:

A4-Ms. Mole: Color Palette & Textures



[Light Brown Circle] - Skin_Light

R: 202 G: 195 B: 165
C: 22 M: 18 Y: 37 K: 0

[Dark Brown Circle] - Skin_Dark

R: 141 G: 123 B: 88
C: 42 M: 44 Y: 70 K: 14

[Dark Purple Circle] - Cardigan_Dark

R: 137 G: 113 B: 167
C: 51 M: 61 Y: 8 K: 14

[Light Purple Circle] - Cardigan_Light

R: 183 G: 161 B: 205
C: 27 M: 37 Y: 0 K: 0

[Dark Purple Circle] - Shirt_Dark

R: 180 G: 130 B: 195
C: 30 M: 55 Y: 0 K: 0

[Light Purple Circle] - Shirt_Light

R: 206 G: 150 B: 220
C: 21 M: 44 Y: 0 K: 0

[Dark Purple Circle] - Skirt_Dark

[Medium Purple Circle] - Skirt_Medium

[Light Purple Circle] - Skirt_Light

[Red Circle] - Hair_Light

[Dark Red Circle] - Hair_Medium

[Dark Red Circle] - Hair_Dark

R: 62 G: 44 B: 82
C: 81 M: 88 Y: 39 K: 35

R: 116 G: 85 B: 143
C: 64 M: 76 Y: 16 K: 2

R: 150 G: 116 B: 175
C: 45 M: 60 Y: 3 K: 0

R: 190 G: 81 B: 49
C: 19 M: 80 Y: 91 K: 7

R: 151 G: 53 B: 36
C: 27 M: 89 Y: 96 K: 24

R: 141 G: 45 B: 29
C: 28 M: 91 Y: 99 K: 29

[Light Blue Circle] - Glasses_Texture

[White Circle] - Glasses

[Dark Purple Circle] - Throat

[Dark Purple Circle] - Tongue

[White Circle] - Teeth

[Black Circle] - Trace

R: 132 G: 227 B: 239
C: 41 M: 0 Y: 9 K: 0

R: 254 G: 250 B: 255
C: 0 M: 2 Y: 0 K: 0

R: 62 G: 46 B: 46
C: 59 M: 69 Y: 63 K: 60

R: 128 G: 95 B: 95
C: 45 M: 61 Y: 53 K: 20

R: 253 G: 246 B: 226
C: 1 M: 2 Y: 11 K: 0

R: 44 G: 43 B: 43
C: 70 M: 65 Y: 63 K: 65



A- Characters:

A4-Ms. Mole: Color Palette & Textures



Character Outline



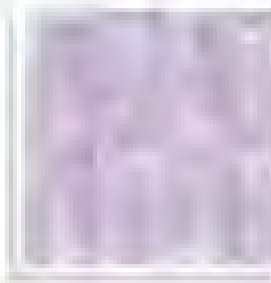
Ms. Mole Shirt Texture



Ms. Mole Cardigan OL



Ms. Mole Shirt/Shoes
Texture_OL



Ms. Mole Shirt Fill



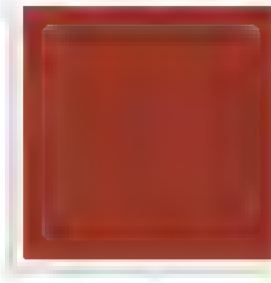
Ms. Mole Hair Texture OL



Ms. Mole Hair Main



Ms. Mole Hair Tone



Ms. Mole Cardigan Main



Ms. Mole Skin Texture OL



Ms. Mole Skin Main



Ms. Mole Nose



Ms. Mole Shirt/Shoes
Main



A- Characters:

A4-Ms. Mole: Poses



A4_msmole_pose_0001



A4_msmole_pose_0002



A4_msmole_pose_0003



A4_msmole_pose_0004



A4_msmole_pose_0005



A4_msmole_pose_0006



A4_msmole_pose_0007



A4_msmole_pose_0008



A4_msmole_pose_0009



A4_msmole_pose_0010

A- Characters:

A4-Ms. Mole: Poses



A4_msmole_pose_0011



A4_msmole_pose_0012



A4_msmole_pose_0013



A4_msmole_pose_0014



A4_msmole_pose_0015



A4_msmole_pose_0016



A4_msmole_pose_0017



A4_msmole_pose_0018



A4_msmole_pose_0019



A4_msmole_pose_0020

A- Characters:

A4-Ms. Mole: Expressions



A4 ms mole expression_0001



A4 ms mole expression_0002



A4 ms mole expression_0003



A4 ms mole expression_0006



A4 ms mole expression_0007



A4 ms mole expression_0004



A4 ms mole expression_0008



A4 ms mole expression_0005



A4 ms mole expression_0009



A4 ms mole expression_0012



A4 ms mole expression_0013



A4 ms mole expression_0010



A4 ms mole expression_0014



A4 ms mole expression_0011



A4 ms mole expression_0015

A- Characters:

A4-Ms. Mole: Mouth Chart



A4_msmole_Mouth_hA



A4_msmole_Mouth_hB



A4_msmole_Mouth_hC



A4_msmole_Mouth_hD



A4_msmole_Mouth_hE



A4_msmole_Mouth_hF



A4_msmole_Mouth_hG



A4_msmole_Mouth_hH



A4_msmole_Mouth_hI



A4_msmole_Mouth_hJ



A4_msmole_Mouth_sA



A4_msmole_Mouth_sB



A4_msmole_Mouth_sC



A4_msmole_Mouth_sD



A4_msmole_Mouth_sE



A4_msmole_Mouth_sF



A4_msmole_Mouth_sG



A4_msmole_Mouth_sH



A4_msmole_Mouth_sI



A4_msmole_Mouth_sJ

A- Characters:

A4-Ms. Mole: Walk/Run Cycle



A4_msmole_cycles_walk



A4_msmole_cycles_run

A- Characters:

A4-Ms. Mole: Costumes



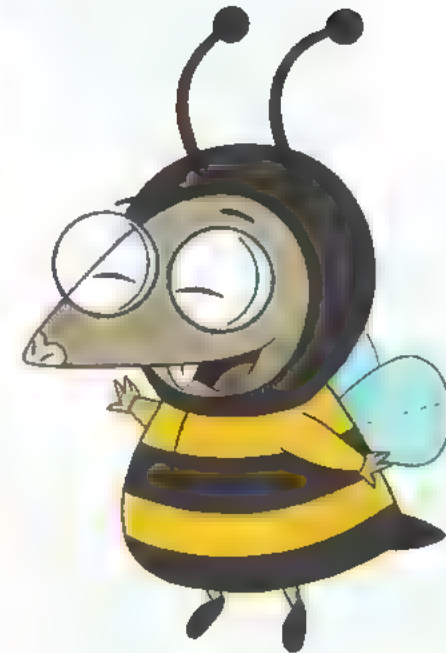
A4_ms_mole_costume_octopus



A4_ms_mole_costume_bear_cost



A4_ms_mole_costume_flower_pot



A4_ms_mole_costume_bee

A- Characters:

A5-Lineup: 01



A- Characters:

A5-Lineup: 02



A- Characters:

A5-Lineup: 03



A-Characters:

A5-Lineup: 04



A- Characters:

A6-Extras



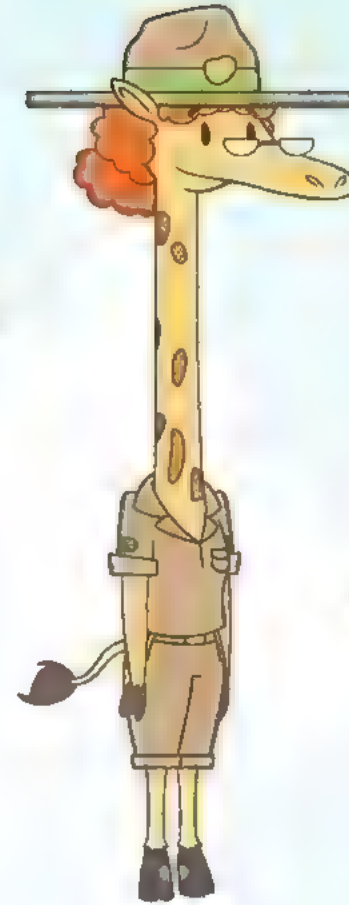
A6_extras_senor_tapir



A6_extras_mr_rabbit



A6_extras_ranger_rabbit



A6_extras_ms_gae_raffe



A6_extras_deputy_jack_mouse

A- Characters:

A6-Extras: Poses - Ranger Rabbit



A6_extras_poses_ranger_rabbit_0001



A6_extras_poses_ranger_rabbit_0002



A6_extras_poses_ranger_rabbit_0003



A6_extras_poses_ranger_rabbit_0004



A6_extras_poses_ranger_rabbit_0005



A6_extras_poses_ranger_rabbit_0006



A6_extras_poses_ranger_rabbit_0007



A6_extras_poses_ranger_rabbit_0008



A6_extras_poses_ranger_rabbit_0009



A6_extras_poses_ranger_rabbit_0010



A6_extras_poses_ranger_rabbit_0011



A6_extras_poses_ranger_rabbit_0012



A6_extras_poses_ranger_rabbit_0013



A6_extras_poses_ranger_rabbit_0014



A6_extras_poses_ranger_rabbit_0015

A- Characters:

A6-Extras: Poses - Mr. Rabbit



A6_extras_poses_mr_rabbit_0001



A6_extras_poses_mr_rabbit_0002



A6_extras_poses_mr_rabbit_0003



A6_extras_poses_mr_rabbit_0004



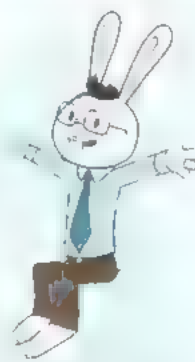
A6_extras_poses_mr_rabbit_0005



A6_extras_poses_mr_rabbit_0006



A6_extras_poses_mr_rabbit_0007



A6_extras_poses_mr_rabbit_0008



A6_extras_poses_mr_rabbit_0009



A6_extras_poses_mr_rabbit_0010



A6_extras_poses_mr_rabbit_0011



A6_extras_poses_mr_rabbit_0012



A6_extras_poses_mr_rabbit_0013



A6_extras_poses_mr_rabbit_0014



A6_extras_poses_mr_rabbit_0015

A- Characters:

A6-Extras: Poses - Senor Tapir



A6_extras_poses_senor_tapir_0001



A6_extras_poses_senor_tapir_0002



A6_extras_poses_senor_tapir_0003



A6_extras_poses_senor_tapir_0004



A6_extras_poses_senor_tapir_0005



A6_extras_poses_senor_tapir_0006



A6_extras_poses_senor_tapir_0007



A6_extras_poses_senor_tapir_0008



A6_extras_poses_senor_tapir_0009



A6_extras_poses_senor_tapir_0010



A6_extras_poses_senor_tapir_0011



A6_extras_poses_senor_tapir_0012



A6_extras_poses_senor_tapir_0013



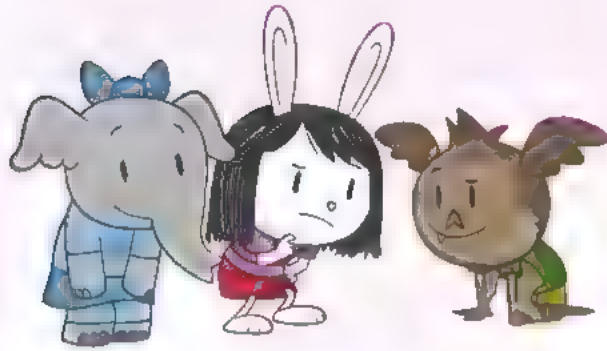
A6_extras_poses_senor_tapir_0014



A6_extras_poses_senor_tapir_0015

A- Characters:

A7- Group Poses



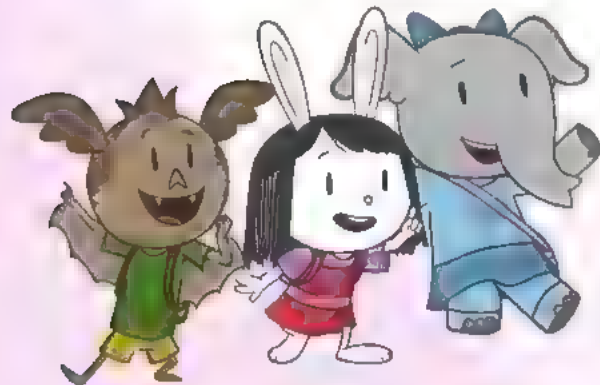
A7_group_pose_0001



A7_group_pose_0002



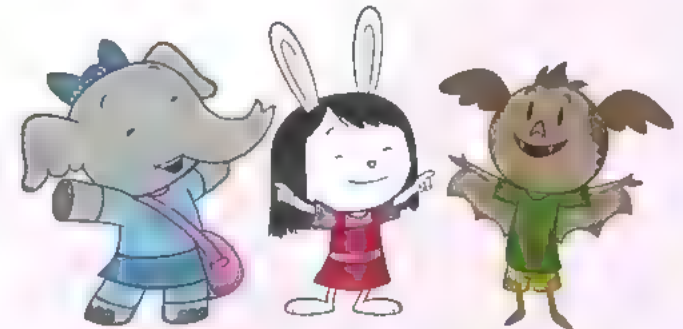
A7_group_pose_0003



A7_group_pose_0004



A7_group_pose_0005



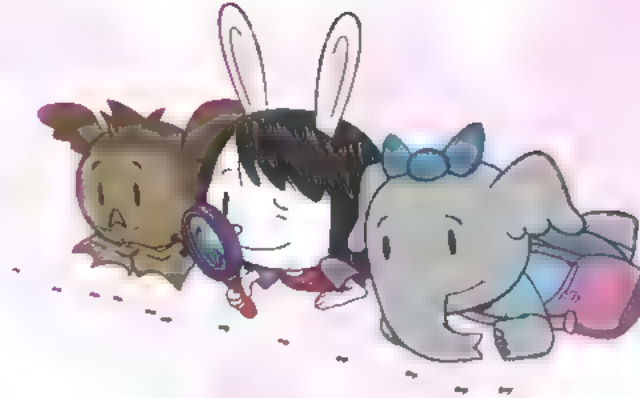
A7_group_pose_0006

A- Characters:

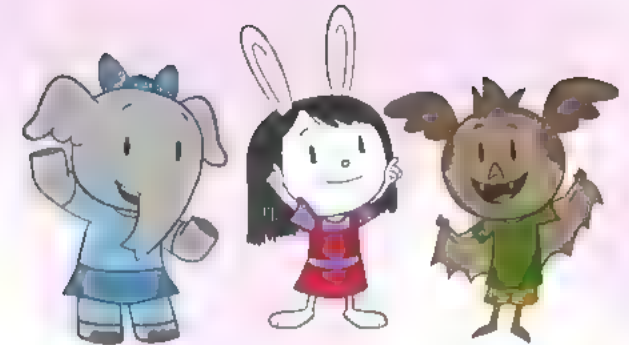
A7- Group Poses



A7_group_pose_0007



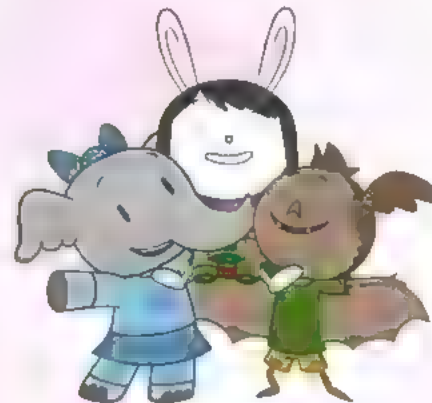
A7_group_pose_0008



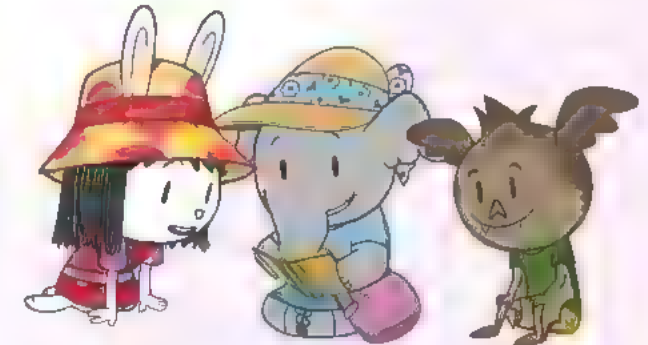
A7_group_pose_0009



A7_group_pose_0010



A7_group_pose_0011

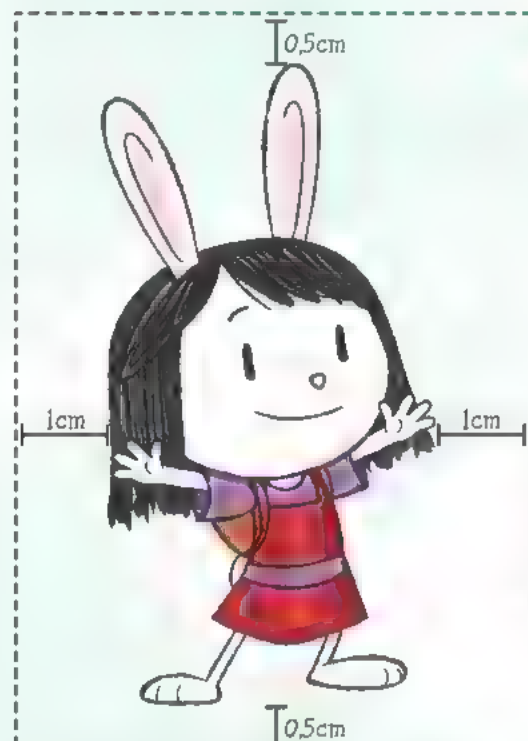


A7_group_pose_0012

A- Characters:

A.a - How to: Page Placement

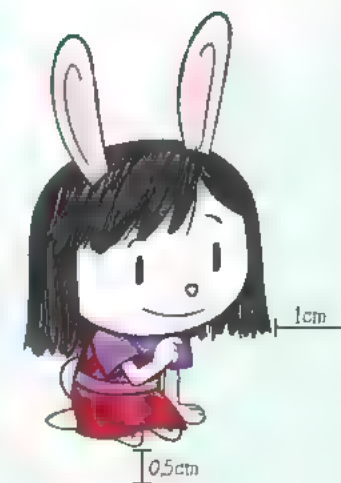
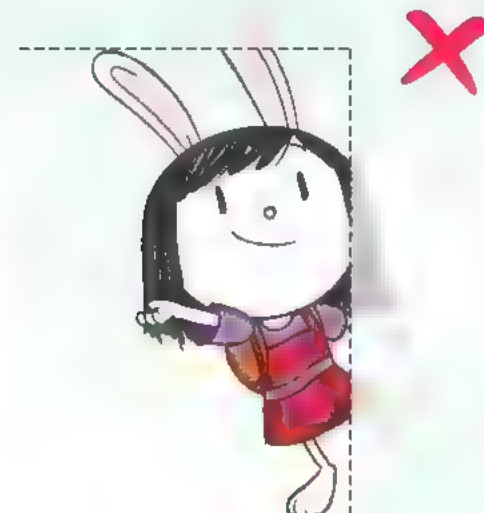
-Avoid placing the characters too close or clipping through the edge of the page.



-Leave room between characters and text.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.



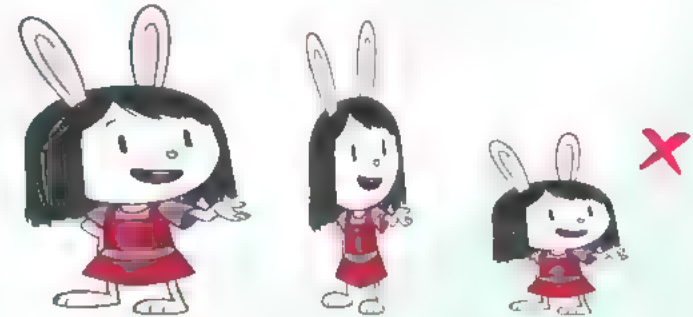
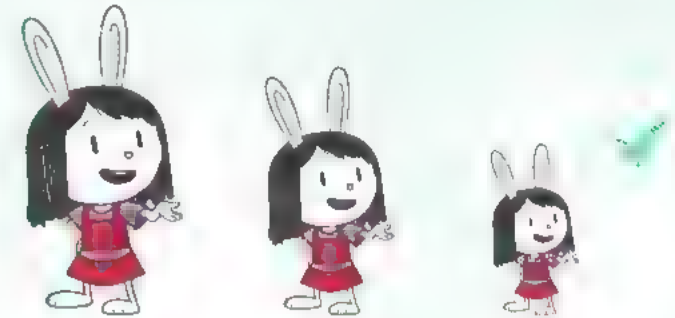
A- Characters:

A.a - How to: Scale and Resizing

-Keep in mind the scale of the characters



-Do not squash or stretch the characters when resizing and avoid scaling it up or down to the point details start to get lost



A- Characters:

A.a - How to: Silhouettes

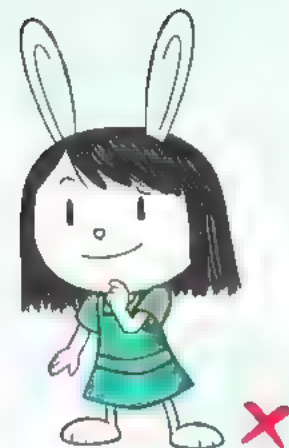
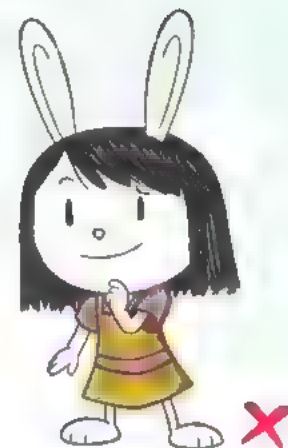
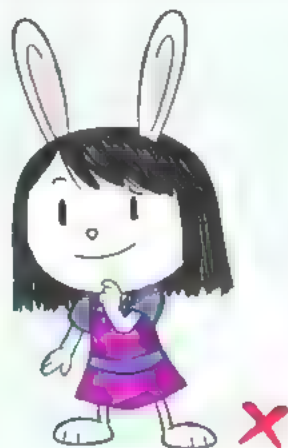
-Keep silhouettes clean for easir to read images



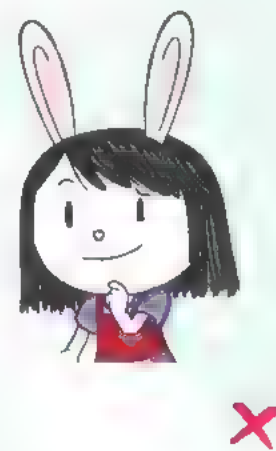
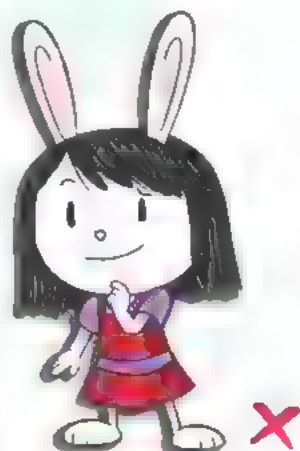
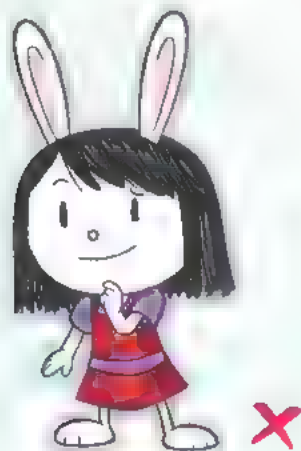
A- Characters:

A.a - How to: Color and Design

-Do not modify the character's design or proportions and do not change the colors



-Do not add "stroke", "dropshadow" or any other layer effect
also avoid cutting out pieces the character



B - Locations:

-Map



B - Locations:

B1-Town



B1_ext_town_001



B1_ext_town_002

B - Locations:

B2-Elinor's House: Exterior



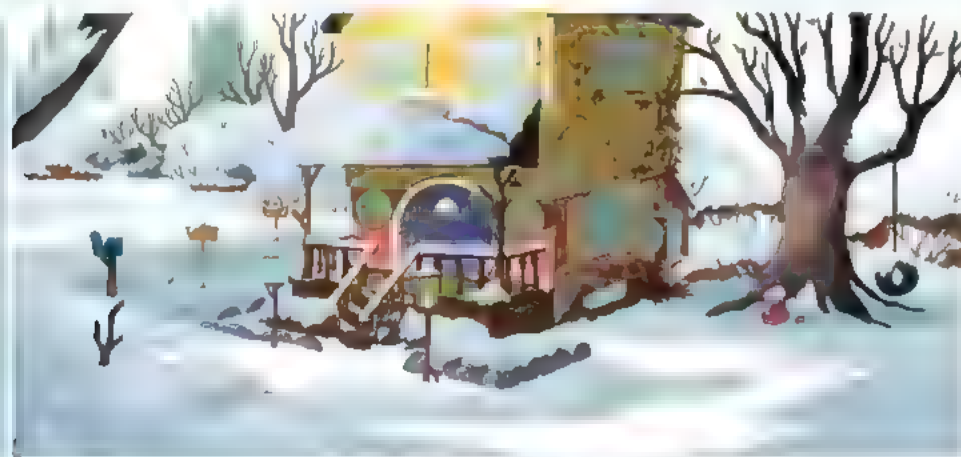
B2_ext_elinor_house_001



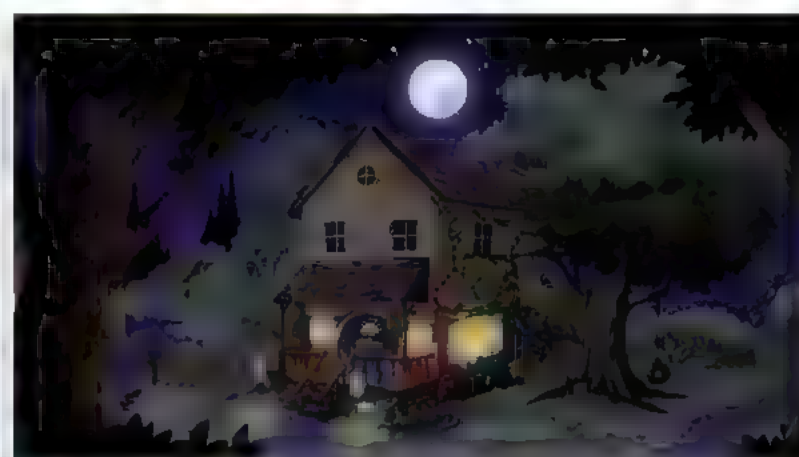
B2_ext_elinor_house_002



B2_ext_elinor_house_003



B2_ext_elinor_house_snow_001



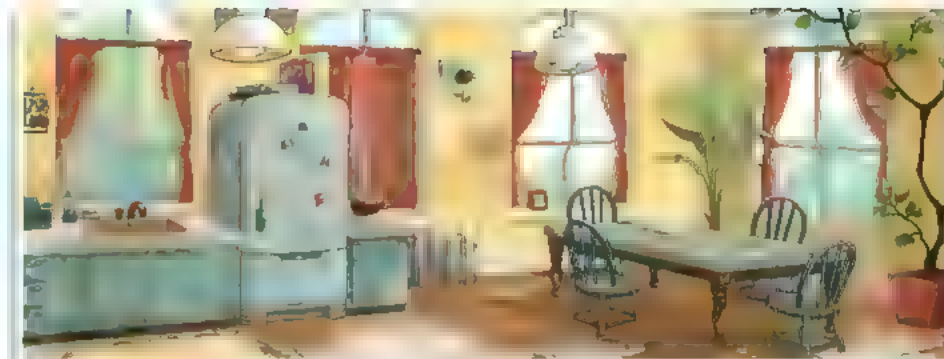
B2_ext_elinor_house_night_001

B - Locations:

B2-Elinor's House: Interior



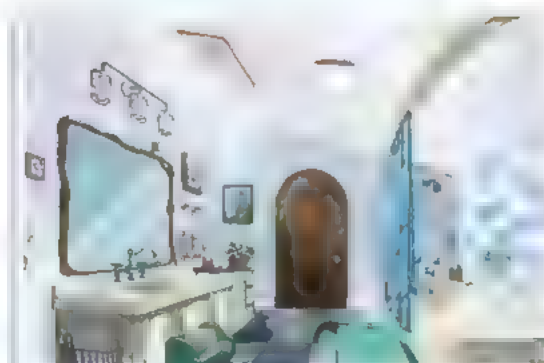
B2_int_elinor_liv_rm_001



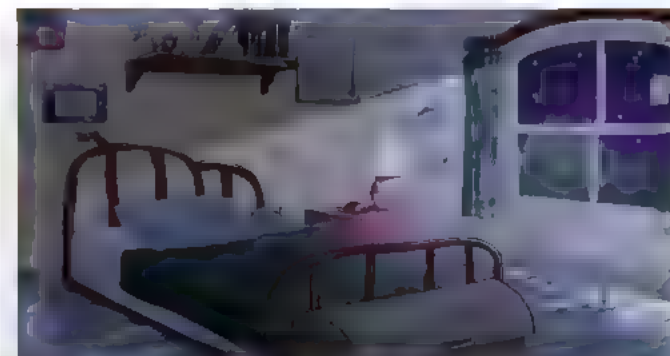
B2_int_elinor_kitchen_001



B2_int_rabbit_bdrm_001



B2_ext_elinor_bath_001



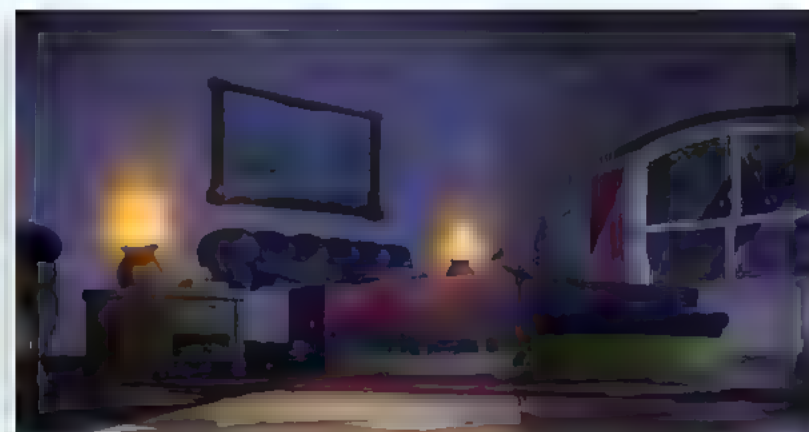
B2_int_elinor_bdrm_001

B - Locations:

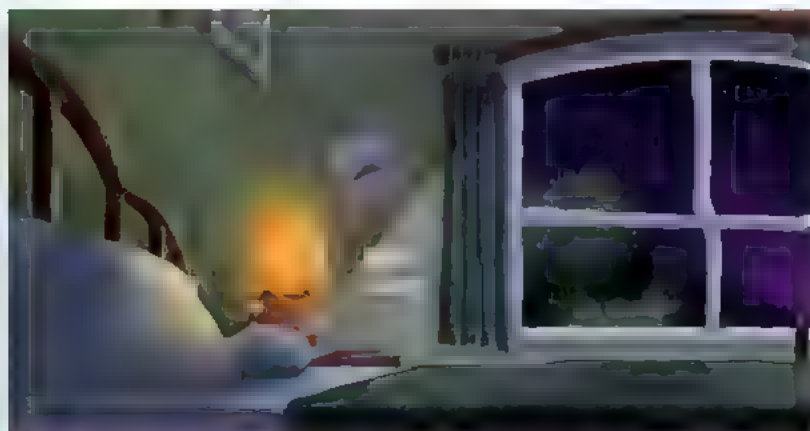
B2-Elinor's House: Interior



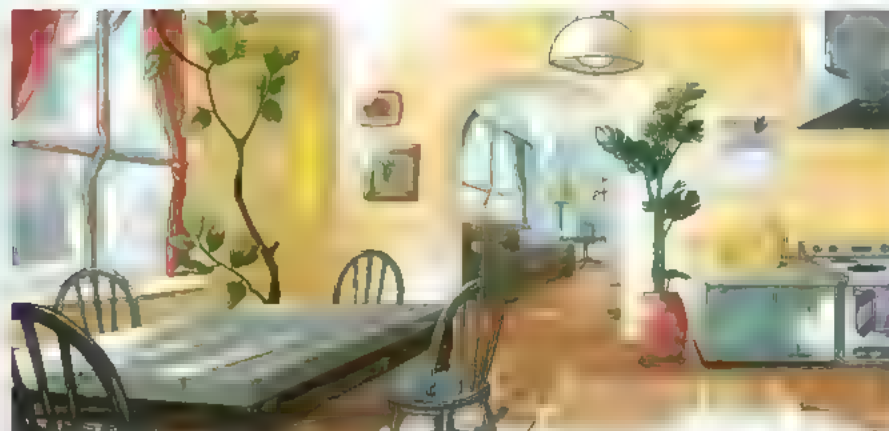
B2_int_elinor_bdrm_001



B2_int_rabbit_bdrm_night_001



B2_int_elinor_bdrm_night_002



B2_int_elinor_kitchen_002



B - Locations:

B3-Ari's House: Exterior



B3_ext_ari_house_001



B3_ext_ari_house_night_001



B3_ext_ari_house_002



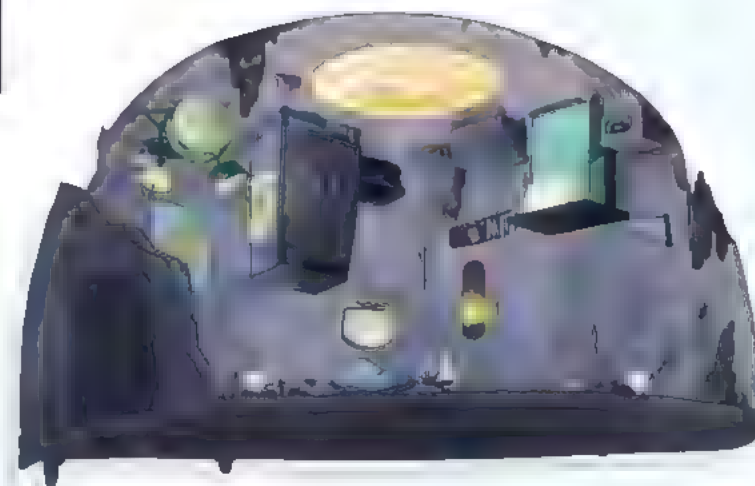
B3_ext_ari_house_003

B - Locations:

B3-Ari's House: Interior



B3_int_ari_kitchen_001



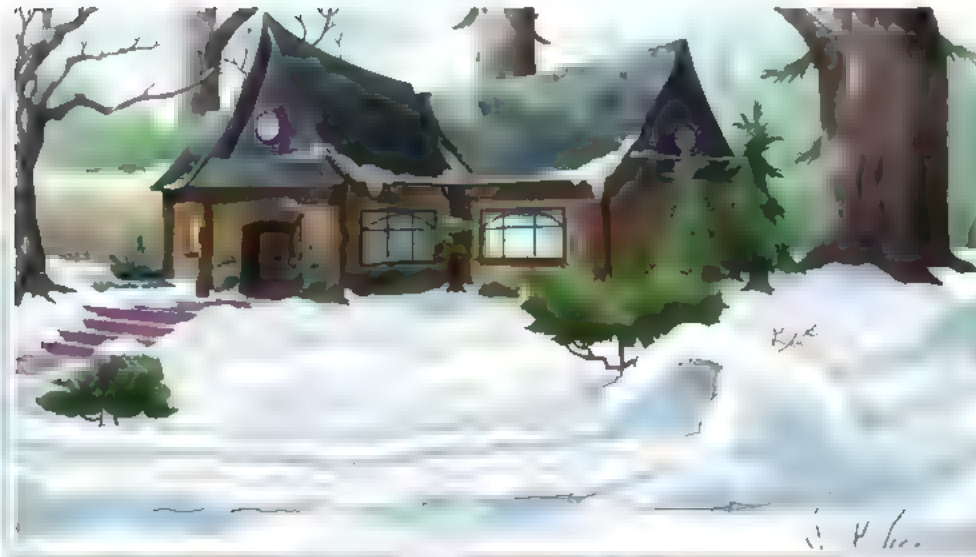
B3_int_ari_bdrm_001

B - Locations:

B4-Olive's House: Exterior



B4_ext_olive_house_001



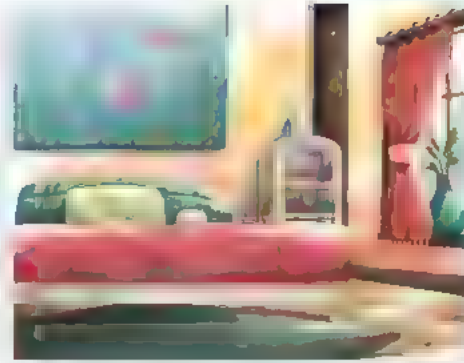
B4_ext_olive_house_002

B - Locations:

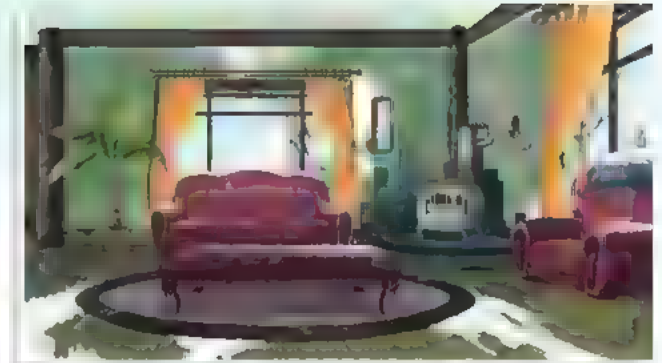
B4-Olive's House: Interior



B4_int_olive_bdrm_001



B4_int_olive_bdrm_002



B4_int_olive_house_001



B4_int_olive_house_002



B4_int_olive_house_003

B - Locations:

B5-School: Exterior



B5_ext_school_001



B5_ext_school_002



B5_ext_school_003

B - Locations:

B5-School: Interior



B5_int_school_001



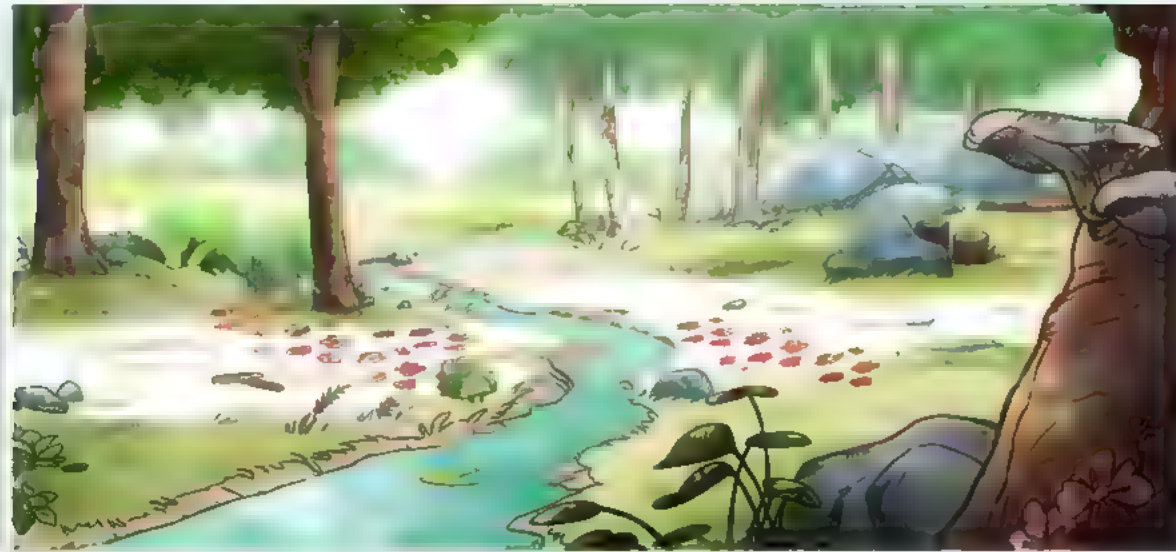
B5_int_school_002



B5_int_school_003

B - Locations:

B6-Forest: 01



B6_forest_001



B6_forest_002

B - Locations:

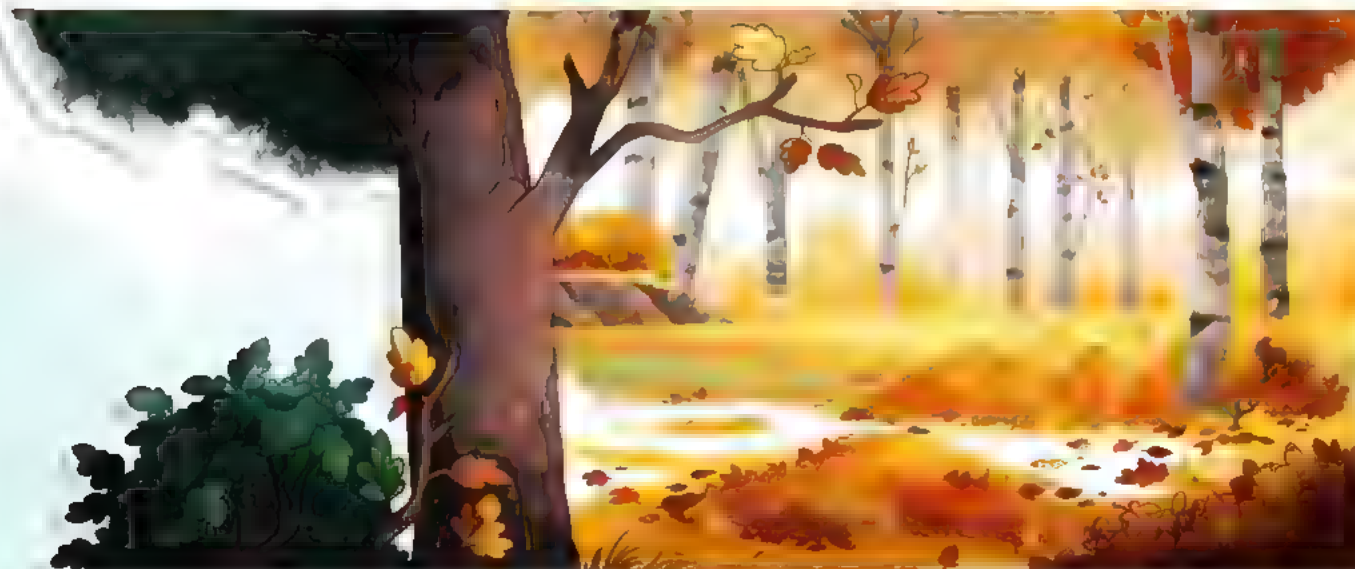
B6-Forest: 02



B6_forest_003



B6_forest_004



B6_forest_005

B - Locations:

B7- Club House



B7_ext_clubhouse_001



B7_int_clubhouse_002



B7_int_clubhouse_001

B - Locations:

B8- Extra Houses



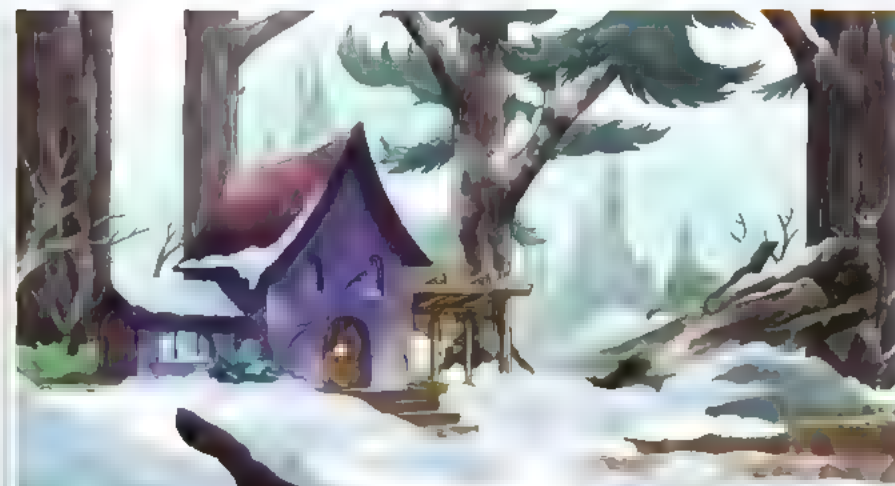
B8_ext_mrdog_house_001



B8_ext_mrdog_house_002



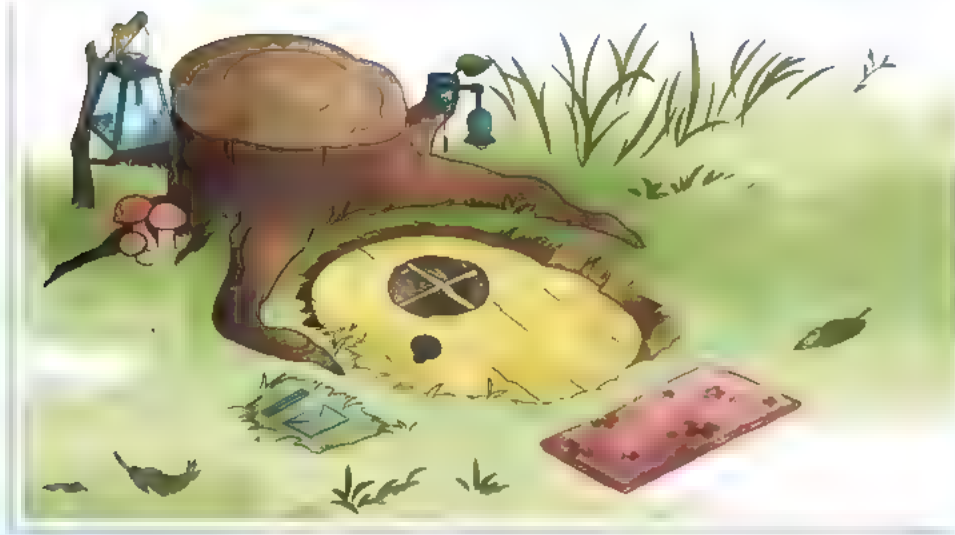
B8_ext_moose_house_001



B8_ext_pig_house_001

B - Locations:

B8- Extra Houses



B8_ext_msmole_house_001



B8_ext_granpa_gran_house_001



B8_ext_granpa_gran_house_002

B - Locations:

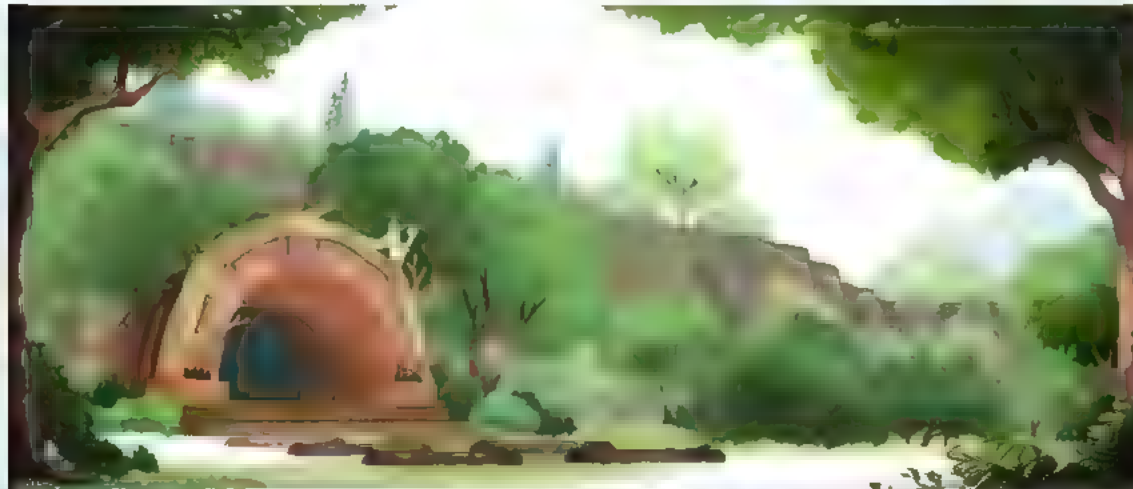
B9- Park



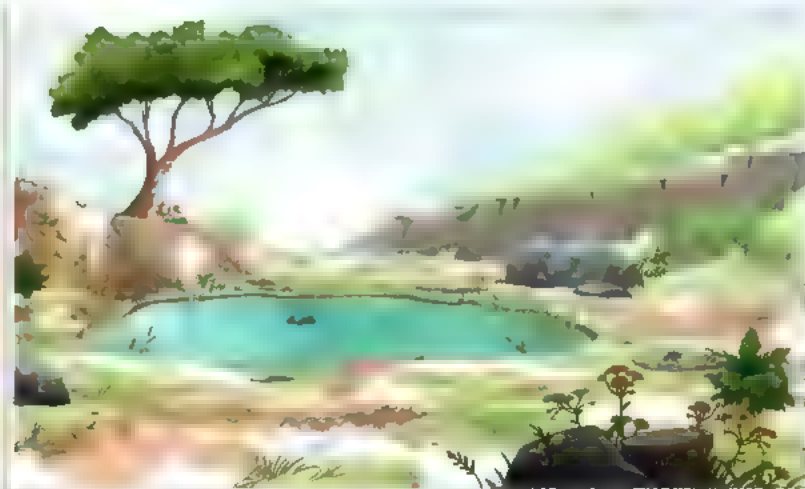
B9_ext_park_001



B9_ext_park_002



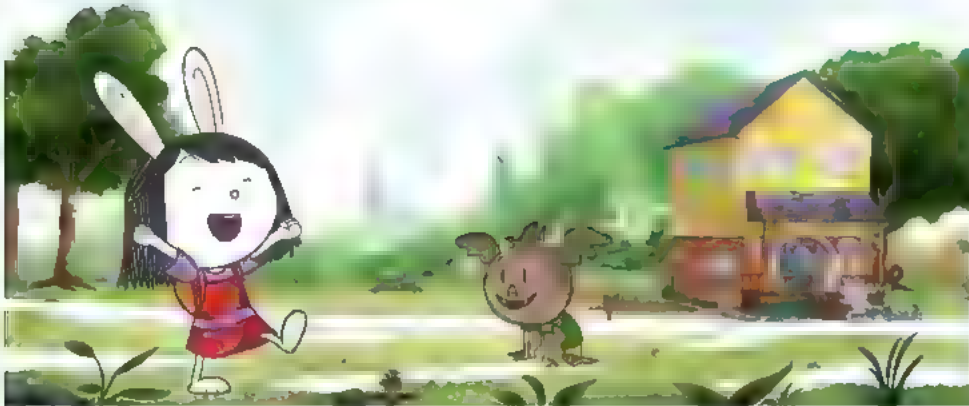
B9_ext_park_gazebo_001



B9_ext_park_fish_pond_001

B- Locations:

B.b - How to: Scale and Perspective



-Keep perspective and scale in mind when placing characters and props in the background



-Perspective and scale are off

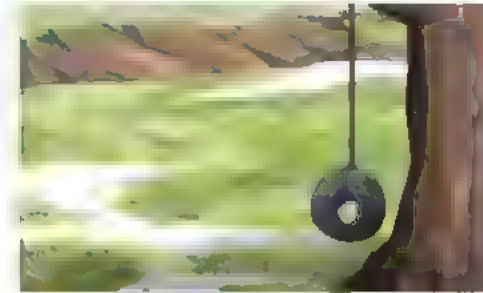
B- Locations:

B.b - How to: Resize and Crop

-Make sure the images have enough resolution when resizing or cropping



-You'll get blurry and/or pixelated images if you use a low resolution file



B- Locations:

B.b - How to: General Tips



ex: B7_ext_clubhouse_001



-Keep a pleasant composition

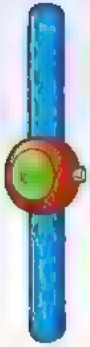


-The outlines should be thinner as objects move back in space



-Do not stretch or squash the image

C - Props



C1_ari_watch



C2_binoculars



C3_camilla_race_car



C4_city_bus



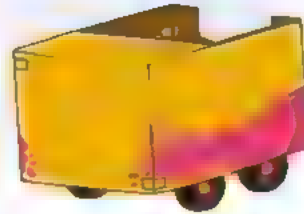
C5_club_journal



C6_clubhouse



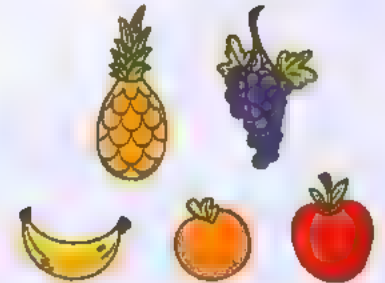
C7_elinor_backpack



C8_elinor_race_car



C9_elinor_wagon



C10_fruits

C - Props



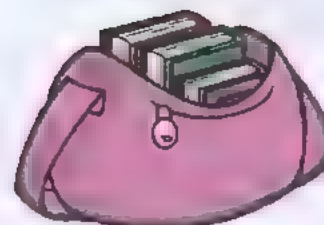
C11_guitar



C12_mag_glass



C13_ms_mole_book



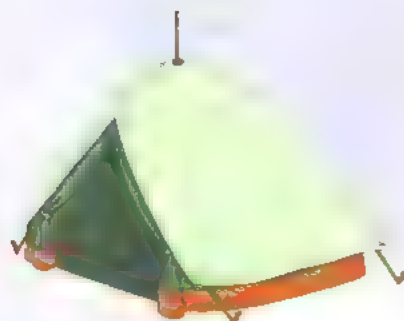
C14_olive_satchel



C15_olive_tent



C16_olive_winter_gear



C17_rabbits_tent



C18_ranger_rabbit_book



C19_watering_can

D-Logo:



Elinor
Wonders Why

D_elinor_logo_0001

- R: 104 - G: 43 - B: 126
C: 73 - M: 100 - Y: 13 - K: 3
- R: 148 - G: 78 - B: 175
C: 50 - M: 81 - Y: 0 - K: 0
- R: 255 - G: 220 - B: 102
C: 1 - M: 11 - Y: 72 - K: 0
- R: 255 - G: 145 - B: 100
C: 0 - M: 53 - Y: 62 - K: 0
- R: 226 - G: 103 - B: 35
C: 7 - M: 73 - Y: 100 - K: 0

- R: 247 - G: 119 - B: 129
C: 0 - M: 67 - Y: 35 - K: 0
- R: 202 - G: 36 - B: 43
C: 14 - M: 99 - Y: 94 - K: 4
- R: 175 - G: 37 - B: 54
C: 22 - M: 98 - Y: 81 - K: 13
- R: 171 - G: 225 - B: 233
C: 31 - M: 0 - Y: 8 - K: 0

D-Logo:

D1-Variations



Solid Colors (simplified)



Grayscale



Black & White



Black & White (inverted)



E - Font:

-Upper Case

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

-Lower Case

a b c d e f g h i j k l m n o p q r s t u v w x y z

-Numerals & Symbols

0 1 2 3 4 5 6 7 8 9 , . : ; ? ! @ # \$ % ^ & * () - + = { } \ / |

-Size Examples

Aa Bb Cc

60pt

Aa Bb Cc

30pt

Aa Bb Cc

15pt

-Color Variations

● Aa Bb Cc

C: 100 M: 97 Y: 00 K: 00
R: 35 G: 38 B: 159

● Aa Bb Cc

C: 81 M: 97 Y: 00 K: 00
R: 87 G: 35 B: 159

● Aa Bb Cc

C: 58 M: 100 Y: 00 K: 00
R: 137 G: 22 B: 154

● Aa Bb Cc

C: 88 M: 32 Y: 75 K: 19
R: 12 G: 114 B: 86

F - Extras:

F1-Washes



F1_wash_001



F1_wash_002



F1_wash_003



F1_wash_004



F - Extras:

F2-Splashes



F2_splash_001



F2_splash_002

F - Extras:

F3-Credit Beds



F3_credit_001



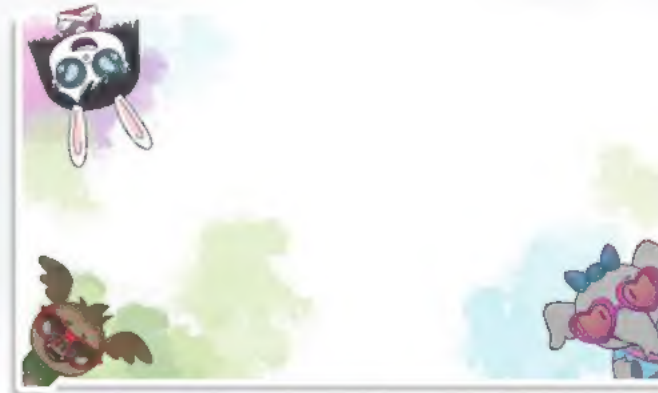
F3_credit_002



F3_credit_003



F3_credit_004



F3_credit_005



Elinor

Wonders Why

Style Guide



Pipeline
Studios